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Attorney Docket No.: GTW-0165(P1485US01)

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Keith THOMAS	Conf. No.: 9062
Application No.: 09/472,666	Art Unit: 3622
Filed: December 27, 1999	Examiner: Raquel ALVAREZ
Title: METHOD AND MEDIA FOR VIRTUAL PRODUCT PLACEMENT	

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INTERVIEW SUMMARY**

Sir:

The Applicant wishes to express their appreciation for the courtesy extended by the Office, and in particular by Examiner Alvarez, during the In-Person Interview of April 9, 2008. During the Interview Applicant's undersigned representative, Scott Richardson, provided an overview and brief discussion of the invention in the present application. Examiner Alvarez and Applicant's representative also discussed the pending §103 rejection and the art cited in the rejection, U.S. Patent 5,946,664 (Ebisawa) and U.S. Patent 6,456,340 (Margulis). The parties also discussed some claim features thought to possibly be allowable by Applicant's representative.

Finally, the parties discussed whether the present application is appropriately classified as a business method patent application. Applicant's representative agreed to

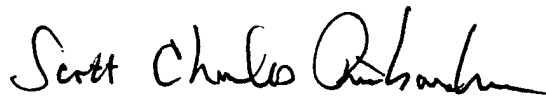
file a Continuation application under §153(b) with claims removing the features thought to possibly pertain to business methods. Examiner Alvarez agree to review the classification of the application upon receiving the Continuation application, and if appropriate, transfer the application to another art unit.

*Deposit Account Authorization / Provisional Time Extension Petition*

It is believed that no extension of time is needed, and the accompanying Fee Transmittal attends to all fees required for this filing. However, to the extent necessary, a provisional petition for an extension of time under 37 C.F.R. §1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this, concurrent and future replies, including extension of time fees, to Deposit Account 50-0439 and please credit any excess fees to such deposit account.

In the event that any issues that may conveniently be handled by telephone the Examiner is kindly invited to contact applicant's representative, Scott Richardson, at (571)970-6835 so that such issues may be resolved as expeditiously as possible.

Respectfully submitted,



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**Date: April 17, 2008**